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agricultural marketing

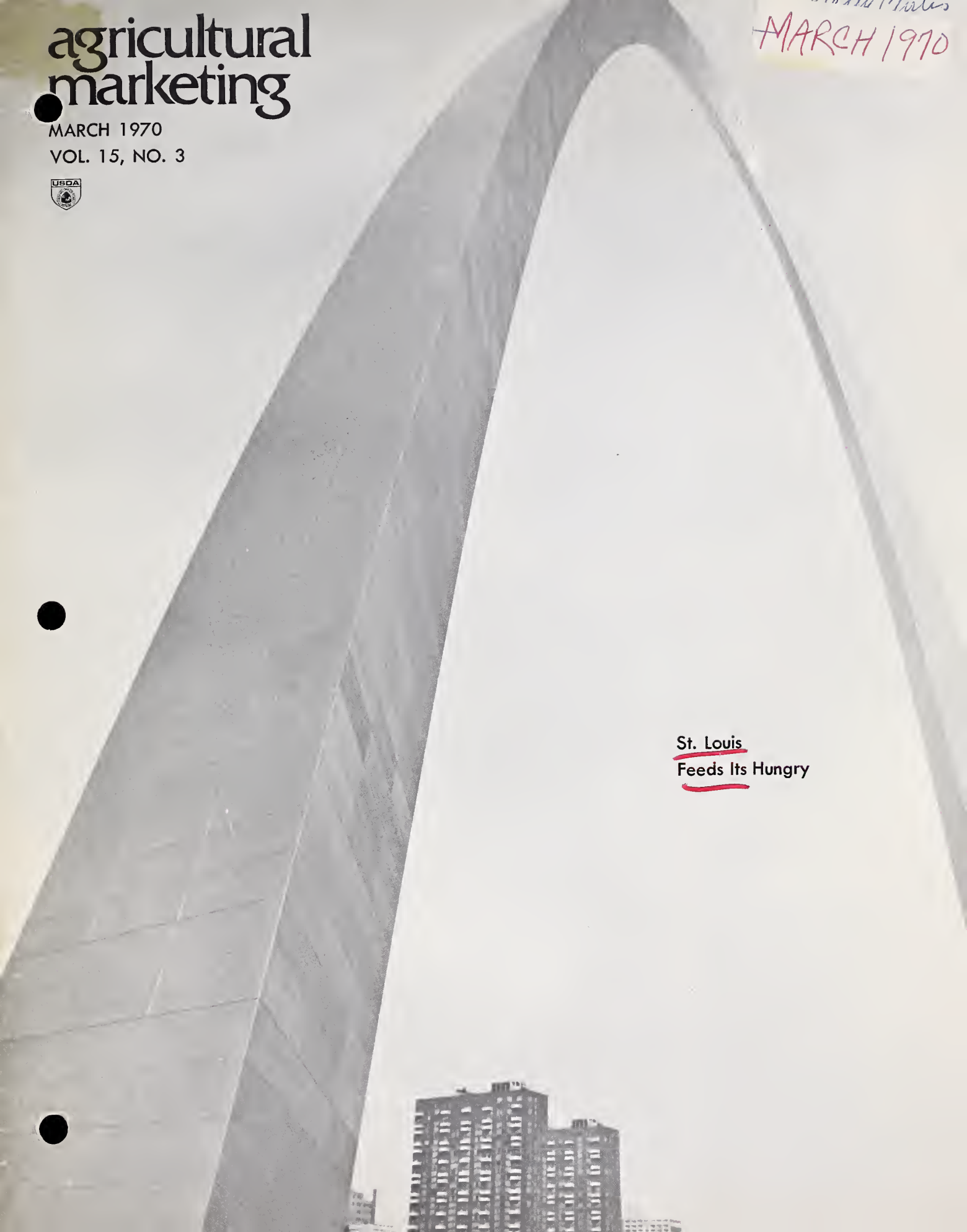
MARCH 1970

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St. Louis
Feeds Its Hungry





✓

HUNGER HURTS

in St. Louis, they are doing
something about it!

Because of a concern for hungry people in both the city and County of St. Louis, local agencies have established all the food programs of the U.S. Department of Agriculture's Food and Nutrition Service for their benefit. As a result:

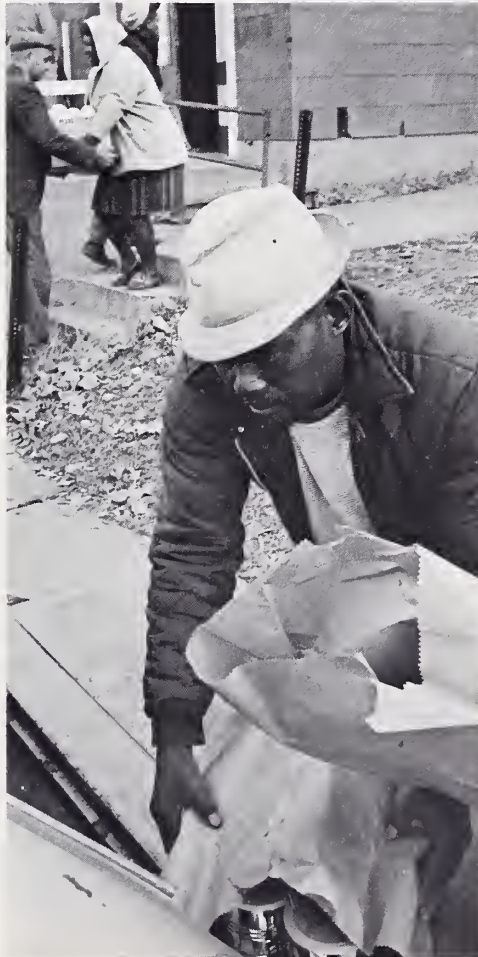
- The Food Stamp Program reaches about 23,000 persons in the city. The stamps increase their food buying power by more than \$179,000 each month—an average of about \$7.75 per person. Recently established food stamp improvements should encourage greater participation.

- The Family Food Donation Program provides 6,600 persons in St. Louis County with 20 nutritious foods each month.

(Continued on page 5)



(Above) A young St. Louis mother purchases stamps at Chouteau Russell Gateway Center. The city of St. Louis also provides for food stamp purchase by mail. (Left) St. Louis County Commodity Distribution Center. An outreach program also provides four additional convenient County distribution points.





*Food for thought . . .
About 125,000 children are served lunches each
day in 555 schools throughout the city and County.*



. . . food for fun



Approximately 6,000 take part in the Supplemental Food Program for mothers and children.

An outreach program provides four additional County distribution points to put these foods within easier reach of people who need them.

- The National School Lunch Program, early in the school year, furnished a nutritious lunch to an average of 125,000 children in 555 schools throughout the city and County. Approximately 12,000 lunches are served free. Where hot lunches are impossible due to a lack of facilities, a cold "Vita-Lunch" is prepared at a central location and delivered to the schools.

- The Special Milk Program provides 2.6 million half-pints of milk to children at school each month.

- The Special Food Service Program supplies 22 day-care centers with food and money to give over 1,400 preschool children nutritious meals and snacks each day. Last summer 30,000 needy youngsters in school and recreational programs received snacks daily through the program. During summer 1970, a lunch program is planned for youngsters in these activities.

- The Supplemental Food Program for mothers-to-be, new mothers, babies and young children allows these vulnerable groups to receive a selection of foods which provide them with nutrients they specifically require. Approximately 6,000 take part. There is room for growth since this program is approved for 20,000 participants.

- The School Breakfast Program is being developed as part of the St. Louis Model Cities effort. Low-income children and youngsters commuting long distances to school start their day with a nourishing breakfast

(Continued on page 6)



St. Louis County Extension home economist, Evelyn Buck, teaches nutrition aides how to help low-income families learn about good nutrition.



which helps them take part more in class participation.

A further example of the community's concern for its hungry is the establishment of the Missouri Extension Service's Expanded Nutrition Program. Throughout the community, there are 31 of these specially trained nutrition aides, recruited from poverty areas. They help low-income families learn the importance of good nutrition and such vital skills as thrifty shopping methods, low-cost cooking and proper food storage.

Despite the availability of these programs, much work lies ahead to make certain the programs reach all persons who need them.

FNS officer-in-charge Bob Higginbotham puts it this way: "We now have the tools to fight hunger. With the cooperative efforts of the Missouri Division of Welfare Human Development Corp., Missouri Extension Service, the Mayor's Youth Council, and private organizations and volunteers, we can take a bold step locally to help carry out President Nixon's commitment to eliminate hunger and malnutrition from America." □



MOTHERS & INFANTS GET A FOOD START

“SERIOUS MALNUTRITION during pregnancy and infancy can impair normal physical and mental development in children. Special effort must be made to protect this vulnerable group from malnutrition.”

With that, President Nixon in his May 6, 1969, message to Congress directed the Secretary of Agriculture to begin a series of pilot programs to provide infants and expectant and nursing mothers with selected nutritious foods through retail stores.

The first program opened in February on the South Side of Chicago. Mothers and infants taking part in the pilot plan get free food certificates at neighborhood issuance offices in the communities of Kenwood and Midway. These are the only parts of the city participating in the trial Food Certificate Plan for mothers and infants in Chicago.

Eligible recipients spend these food certificates for fresh fluid milk, prepared baby formula, and instant baby cereal at grocery stores and drug stores in the trial area. Expectant mothers and mothers with children under a year old, who apply, are automatically eligible to receive food certificates if they are on public assistance, are taking part in the U.S. Department of Agriculture's Food Stamp Program, or are referred by free health clinics. Other appli-

cants who meet the income and resource standards of USDA's Food Stamp Program can also get food certificates.

Like USDA's other family food help programs, the pilot food certificate plan is jointly administered by USDA's Food and Nutrition Service, the State of Illinois, and the Cook County Department of Public Aid.

Families who are eligible for the program get free books of 25 cent food certificates—a \$5 book monthly for each mother and a \$10 book monthly for each infant. Eligible mothers receive enough food certificates to buy approximately 20 quarts of milk per month starting the month they are found eligible and for 12 months after the child is born. If their pregnancy is terminated, they can receive food certificates for 60 days.

Mothers with infants up to 6 months of age receive food certificates to buy baby formula and up to 32 ounces of ready-to-serve baby cereal per month. Mothers with infants six months to one year get enough food certificates to buy up to 30 quarts of milk and two pounds of precooked, ready-to-serve baby cereal per month.

Participating families need to pay the difference in cash between the value of food certificates and actual value of the item in the store.

Retailers handle the food certificates the same way they handle cash or personal checks they accept from other customers. They deposit the certificates at their local bank for cash which is credited to their accounts; the bank then sends the certificates to the Federal Reserve bank for reimbursement. The Federal Reserve destroys the certificates and draws upon a special food certificate account maintained by USDA in the U.S. Treasury.

Chicago is the first in a series of test projects to determine whether the food certificate method proves to be an effective way to bring selected nutritious foods to infants, expectant and nursing mothers, and mothers with children under a year old living in the trial area.

Elsewhere in Cook County, Illinois and in other areas of the Nation mothers and children are getting direct donations of selected nutritious foods through USDA's Supplemental Food Program. The logistical, practical problems of storing and distributing food in public facilities have in some instances hampered widespread use of the program.

The food certificate experiment in Chicago is aimed at finding alternative ways to improve the nutritional health of low-income children and their mothers at the time of life when they need it most. □

FAMILIES GET MORE FOR THEIR FOOD STAMP DOLLARS

THE AGRICULTURE Appropriations Act of 1969 provided \$610 million for the Food Stamp Program.

What does this mean today in terms of increased benefits for recipients participating in the U.S. Department of Agriculture's Food Stamp Program?

For each participating low-income family it means they can receive enough food stamps to buy food for a diet that is more adequate.

Families can receive enough food stamps to pay for USDA's "economy diet," adjusted to make up for current increases in the level of retail food prices. Using a "typical example" of food and income statistics, a family of four can receive \$106 worth of food stamps each month. This is an 83 percent boost over the previous minimum allotment of \$58.

The amount that a family pays for its stamp allotment has been reduced as far as is possible within the requirement of the present law. As the law reads, the payment must not be less than a family's normal food expenditure. Bonuses to very low-income families have been more than doubled in many cases and the bonus paid to every participating family is greater than or at least equal to their previous bonuses.

Separate schedules for stamp allotments that had been used earlier for the North and South have been eliminated. Stamp allotments are now set at a uniform level throughout the Nation. At the end of this article are a couple of examples of comparisons between the new schedules and the old schedules.

After restudy of the relationship

of purchase requirements to normal food expenditures, the Department substantially reduced the payment schedules that had been in use.

It is hoped that these changes will encourage the cooperating State agencies to reconsider expanding the Food Stamp Program to non-participating counties.

They should also encourage applicants who have previously not participated to apply for participation for the added benefits.

What is USDA doing to reach more low-income families with the increased food stamp benefits?

USDA's Food and Nutrition Service is extending the Food Stamp Program to as many cities and Counties as funds permit. Of particular importance are Counties which do not now operate a food program. □

THE FOOD STAMP PROGRAM: Purchase requirements, bonus stamps, total stamp allotment.

If your NET MONTHLY INCOME is . . .	You pay-in this amount:	¹ (Change from the previous) North- South- ern table ern table	You get this bonus:	(Change from the previous) North- South- ern table ern table	Your total food buying power:	(Change from the previous) North- South- ern table ern table
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FOR A TWO-PERSON HOUSEHOLD:

\$ 0 to 19.99	\$ 1.00	N.C.	N.C.	\$ 55.00	+ 26.00 + 26.00	\$ 56.00	+ 26.00 + 26.00
50 to 59.99	10.00	- 6.00 - 6.00		46.00	+ 26.00 + 26.00	56.00	+ 20.00 + 20.00
100 to 109.99	23.00	- 9.00 - 5.00		33.00	+ 17.00 + 21.00	56.00	+ 8.00 + 16.00
150 to 169.99	36.00	- 4.00 N.C.		20.00	+ 8.00 + 10.00	56.00	+ 4.00 + 10.00

FOR A FOUR-PERSON HOUSEHOLD:

\$ 0 to 19.99	\$ 2.00	N.C.	N.C.	\$104.00	+ 46.00 + 48.00	\$106.00	+ 46.00 + 48.00
50 to 59.99	10.00	- 10.00	- 8.00	96.00	+ 52.00 + 54.00	106.00	+ 42.00 + 46.00
100 to 109.99	25.00	- 19.00	- 15.00	81.00	+ 47.00 + 51.00	106.00	+ 28.00 + 36.00
150 to 169.99	42.00	- 18.00	- 10.00	64.00	+ 36.00 + 42.00	106.00	+ 18.00 + 32.00
250 to 269.99	72.00	- 4.00	N.C.	34.00	+ 10.00 + 16.00	106.00	+ 6.00 + 16.00
330 to 359.99	80.00	- 8.00	- 4.00	26.00	+ 2.00 + 8.00	106.00	- 6.00 + 4.00

1/ In this table: "Southern" means the States of Alabama, Arkansas, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, and Virginia. "Northern" means all the other States. Under the new schedule, these classifications are eliminated. USDA now has national uniform tables. "N.C." is an abbreviation for no change.



Mr. Richard Wells, State Superintendent of Public Instruction, Mrs. Edgar D. Whitcomb, the Governor's wife, and Mrs. Hardin, enjoy watching and helping the children at lunch.

Children Host a School Lunch

IT WAS A SPECIAL occasion for the children at Benjamin Harrison Elementary School in Indianapolis. They were having special guests coming for lunch—including Mrs. Clifford M. Hardin, wife of the Secretary of Agriculture, and Mrs. Edgar D. Whitcomb, wife of the Governor of Indiana.

A few weeks earlier it would have been impossible for these youngsters to share their lunch with anyone. They didn't even have lunch service for themselves. So this really was an occasion to be shared.

How was it managed? Like thousands of other crowded inner-city schools across the Nation, the Benjamin Harrison school still has no kitchen or lunchroom. But Indian-

apolis decided to apply a modern solution to this old problem of aging urban schools.

Instead of building kitchens in every school, local officials decided upon a central kitchen that could supply several schools in the city with ready-to-eat lunches. Other cities—Baltimore, Philadelphia, Chicago, and Washington, D.C.—are doing something similar.

The Indianapolis central kitchen is in a former soft drink bottling plant that proved remarkably adaptable to school lunch needs. It has plenty of room for storage and preparation facilities, as well as a convenient dock for loading trucks carrying lunches to surrounding schools. The owner sold the plant to

the school system for only 15 percent of its real value.

Once the building was obtained, State and local school lunch officials worked cooperatively with the U.S. Department of Agriculture's Food and Nutrition Service on the remaining arrangements. They used \$125,000 of Federal funds to buy equipment for the central kitchen under USDA's nutrition program—which covers up to 75 percent of such costs in low-income area schools.

The Indianapolis schools were then equipped to join USDA's National School Lunch Program—which provides substantial aid in food, cash and technical guidance to help serve nutritious lunches at low cost to most children and free to those who can't pay.

The Indianapolis central kitchen started serving the first school last November. By the close of this school year, lunches will be supplied to some 15,000 children in 27 schools which have never had school lunches before. Next fall the plans are to reach 14 more schools in which nearly 10,000 children need food service.

When the kitchen is fully equipped, it will have the capacity to prepare and deliver 30,000 meals a day. The trained staff use highly automated equipment to prepare food for the lunches, including all the bread, rolls and other baked goods used. Dishing out individual lunches is an assembly line operation—workers wearing plastic gloves place controlled portions of food on each disposable compartment tray moving along a conveyor belt. Lunches are stacked in wire baskets and kept cold in huge walk-in refrigerators, ready for the trip to surrounding schools. Specially designed ovens located in the receiving schools heat the hot portion of the lunches for serving with milk and other cold foods.

In the Benjamin Harrison school, children eat at tables in their classrooms. This is where they shared a fried chicken lunch with their special guests, Mrs. Whitcomb and Mrs. Hardin, who came to join in the opening days of lunch service for Indianapolis school children. A special occasion in many ways. □

White House Conference Speaks Out On Hunger



President Nixon receives the master copy of the Conference recommendations who organized the Conference. The 625-page report was divided into

THE FINAL RECOMMENDATIONS of the White House Conference on Food, Nutrition and Health handed to the President last Christmas Eve contained the blueprints for actions by governments, industries, educators, and individuals that could mean better nutrition for all Americans, poor or rich.

The more than 600 typed pages represent the thoughts and reactions of some 3,000 people from all walks of life and from all parts of the Nation. Federal, State and local government workers, university professors and students, physicians, nutritionists, industry leaders and technicians, consumers, members of all religious denominations and minority organizations, representatives of women's organizations with member-

ship totaling over 60 million, labor leaders, representatives of health organizations, agricultural and trade organizations, social action groups from all economic levels, and 400 of the very poor themselves—black, white, Mexican-American, Puerto Ricans, Indians, Alaska natives, migrant farm laborers, and inhabitants of Caribbean dependencies—were all involved in the final outcome of the Conference.

The recommendations fall into six broad categories. Within each section, varying numbers of panels considered specific phases and aspects of the category. Because the identification of undernourished and malnourished groups is basic to any corrective measures, the first section dealt with the surveillance of the

nutritional health of the American people. Detailed recommendations concerning administration, methods, standards and personnel are given in the report.

Section two dealt with the specialized problems of certain specific groups: Pregnant and nursing women, children and adolescents, adults prone to degeneration diseases, the sick, the aging, as well as groups for which the Federal Government has statutory responsibility—inhabitants of Guam, American Samoa, the U.S. trust territories, the citizens of Puerto Rico and the Virgin Islands, the American Indians, and Alaskan natives, the migrant workers, inhabitants of the District of Columbia, and the military.

All panels of this section empha



Recommendations from his special consultant, Dr. Jean Mayer, in three volumes for the convenience of the President.

sized that special programs could only be considered on the basis of adequate provision of food stamps in adequate amounts—including free food stamps for the very poor—a realistic family allowance, or a combination of two programs. All panels also emphasized the desirability of better health services with a strong nutrition component. Nutrition education was considered an essential part of all special programs.

Section three, dealing with various aspects of national food policies, directed recommendations at simplifying legislation to permit greater innovation by industry in the development of new and better foods while, at the same time, insuring protection of the consumer as regards safety, grading of quality, and

meaningful disclosure of content and nutritional value.

Section four dealt with education at preschool and school, university and community levels as well as with the use of the various media. The recommendations of panels concerned with school and academic interests were intended to greatly improve the quality of nutrition teaching from Head Start to medical school. Community programs suggested better uses of community aides and of feeding programs in popular nutrition education.

The group dealing with the media was innovative in their suggestions concerning the use of radio, television, reading materials, symbols and slogans, and suggested ways by which media could cooperate with educators. A subpanel headed by a well-known judge made important recommendations pertaining to misinformation and deception through the media.

Problems of food distribution were examined in section five. Commercial distribution of food of good quality at the lowest possible price could be greatly facilitated if the type of Government and managerial assistance recommended were made available to food distributors in poor rural and city areas.

The family meal is and should continue to be the basic unit for delivery of food. A number of recommendations pertaining to family food, and of services rendered to the family by the Government and the community and to the continued role of philanthropic foundations were evolved.

Recommendations dealing with Government food programs and family assistance called for basic improvements in certification, administration, and level of support of the various food programs. In particular, they suggest self-certification for food stamps, different and more uniform methods of distribution, and free food stamps for the very poor.

The relevant panel recognized as did other concerned panels, that

food programs should be eventually replaced by income maintenance at an adequate level and discussed various estimates of long-term goals. The panel also discussed specific changes in the financing and administration of school lunch programs.

The panel dealing with mass feeding programs addressed itself to schools, hospitals, Veterans Administration, military and penal feeding systems, and suggested measures which would insure large possible economies as well as detailed improvements in existing methods of feeding communities.

Panels entrusted with advising Government emphasized the need for more concentrated and centralized authority concerning nutrition and recommended that coordinating nutrition activity be continued in the Executive Office of the President.

Section six panels devoted attention to the roles of agricultural producers and the food industry in helping to improve the Nation's nutrition.

The panel dealing with agriculture made far-reaching recommendations concerning, among others, vocational technical training of workers in agriculture, modernization of land use, tenant contracts, farm credit, agricultural extension, aid in establishment of cooperatives to meet the needs of deprived small farmers in America. It also suggested other measures to bring net income for producers and farm laborers to the level of others in the U.S. economy.

Industry leaders considered problems of food manufacturing and processing (including the preparation of enriched and more nutritious foods), of retailing and distribution (with particular emphasis on those measures which would help poor consumers), of packaging and labeling (including the meaningful description of significant nutritional information) and of promotion and advertising (including the launching of large-scale effective nutrition education programs). □

FNS tidbits

CONCERNED CITIZENS are lending a hand in the campaign to end hunger and malnutrition. They are helping low-income people get and make good use of the food assistance available from the U.S. Department of Agriculture. Here's what they are doing:

MIAMISBURG, OHIO—The "Helping Hand" organization, which gives cash to needy families for food and clothing, also helps get these families to the Food Stamp Office. Seven area churches sponsor the organization.

GLASCOCK COUNTY, GEORGIA—A 23 percent increase in Food Stamp participation is attributed to the promotional efforts of the Georgia Council and local retailers. The Georgia Council is OEO funded.

GREENVILLE, SOUTH CAROLINA—The Baptist Center, supported by 88 churches and serving about 1,100 low-income families, promotes the Food Stamp Program and nutrition through referrals to Extension program aides and provides transportation to the Food Stamp Office. Promotional visits are arranged with ministers at remote churches in three counties.

BIRMINGHAM, ALABAMA—The City Council voted to appropriate an additional \$15,000 to expand the Food Stamp Program. Funds will be used to pay for a mobile

certification and issuance unit.

EL PASO, TEXAS—After the local Food and Nutrition Service officer, in-charge explained the Food Stamp Program to the Horizon Lions Club, the members started an assistance and referral project to help low-income families in the area. On food stamp referrals, they make appointments, see that the applicant has the necessary documents, and provide transportation to the certification office for those who need it.

ALBUQUERQUE, NEW MEXICO—Goodwill Industries, the Salvation Army, and St. Vincent de Paul Catholic Church, help recipients purchase food stamps. When an eligible recipient is unable to pay the purchase requirement, the local department of welfare gives the recipient a voucher to be taken to any one of the above organizations who will then help purchase the stamps.

GREELEY, COLORADO—The Ministerial Alliance of Greeley sponsors the "Operation Friendship" project, in which 25 women visit and give assistance to low-income families eligible for food stamps. The women involved took a two-month training course to learn about low-income norms before trying to help the families who needed help. Welfare workers or public health nurses introduce the women to individual low-income families. □

plentiful foods for MARCH

ALWAYS POPULAR peanuts and peanut products head the U. S. Department of Agriculture's Plentiful Foods list for March shoppers. Growers last year turned in a crop slightly above 1968's record production. Output is estimated at 1,276,437 tons. Special emphasis in March will tie in with National Peanut Week, sponsored by the industry from March 4-14.

Other plentiful foods on the windy month's list are canned tomatoes and tomato products, canned and frozen sweet corn, canned pears, broiler-fryers and rice.

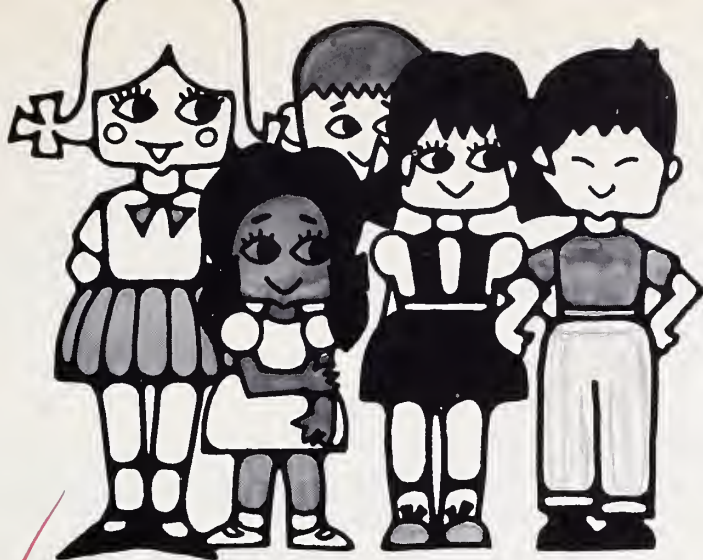
USDA's Consumer and Marketing Service says that due to large 1969 packs of canned tomatoes and tomato products, coupled with record large carryovers from the previous marketing season, supplies are pressuring markets.

Supplies of canned sweet corn are expected to remain at high levels in March. Cannery stocks on December 1 were close to the record of a year earlier. And holdings of frozen sweet corn were the highest ever reported.

There's also a record supply of canned pears on hand to add zest to winter-weary appetites.

Marketings of broiler-fryers during March are expected to run 14% greater than in that same month last year, giving consumers a favorite budget-favoring protein food.

Rice production in the United States last year was the second largest in history. The industry has proclaimed the third week in March as National Rice Week. □



kids line up for breakfast

MARISA AND JAIME HAVE NO trouble getting up for school these days. Not since they started getting orange juice and eggs, or hot cereal at school before starting morning classes.

They are at school at least 45 minutes before reading class begins to start their day with a nourishing breakfast. Marisa and Jaime take part in a breakfast program being operated in an economically depressed area of Clovis, New Mexico. The School Breakfast Program is administered nationally by the U.S. Department of Agriculture's Food and Nutrition Service under the authority of the Child Nutrition Act of 1966.

A second grade teacher reported: "The breakfast has been very beneficial to the children. One little boy who has eaten breakfast all year has gained in weight and makes better grades. He used to cry every morning. Since he eats his breakfast he is happy, well adjusted and gets along better with all the other children."

The School Breakfast Program began in January 1967 for children who arrive at school hungry, either because they were needy or because they traveled a long distance to school. Authorized on a 2-year trial basis, with a \$2 million appropriation for the first year, the program continues to expand, reaching more children each year. Legislation was

passed last year to extend the program for 3 years. Last fiscal year \$3,500,000 was appropriated for the program and this fiscal year it was increased to \$10 million.

By the end of fiscal year 1967, the program was reaching over 80,000 youngsters in about 750 schools in 47 States, Washington, D.C., and three territories. In fiscal year 1968, the number of children participating in the program more than doubled. By the end of fiscal year 1969, 3,063 schools participated in the program, serving breakfast to nearly 300,000 children daily. Over 70 percent of the breakfasts were served free or at a reduced price. Children who can pay are charged 10 to 15 cents each for a full breakfast. Those who are especially needy receive the meal free.

Mrs. Louise Hayes, director of school cafeterias in Galveston, Texas, said 78,536 free breakfasts were served last year to students, with another 67,506 breakfasts to students, adults, and teachers who paid the 15 cents required of those who do not qualify for the free meals.

The nourishing breakfasts, based on USDA nutrition standards, include fruit or juice, milk, bread or cereal and include as often as possible the high protein foods such as eggs, meat, poultry, fish or cheese.

Louise Lawrence, Wichita (Kansas) Public School Food Service

Director, reports that a typical morning menu includes orange juice, scrambled eggs (fortified with dry milk), a stick of cheese, buttered toast (prepared from dry milk-fortified bread baked in school kitchens), jelly and milk.

"We started out with not quite a whole egg per serving, but have increased that now and we will be adding raisins somewhere in the menus soon. We serve grilled cheese sandwich halves some mornings, and they have been particularly well-received."

Cleveland, Ohio, is a good example of one of the many successful school breakfast programs in the country. In January 1968, they started the program in 29 schools reaching about 27,000 children with a breakfast at school. By Christmas this school year, they had a program operating in 60 schools with an average daily participation of 43,000 children.

The USDA plan considers the nutritional needs of children and emphasizes kinds and amounts of foods to use for most of these nutritional needs. Each school breakfast must include as a minimum:

- A half-pint of milk—an especially good source of calcium, riboflavin, and nutrients that are not available in sufficient amounts in other foods.

- A half-cup of fruit juice, vegetable juice, or fruit—to assure some vitamin A and vitamin C so necessary in the daily diet.

- Three quarters of a cup of whole grain or enriched cereal or a cereal product like toast, muffins or rolls—for energy, vitamins and minerals.

A meat or meat alternate—like eggs, sausage, peanut butter or cheese, is recommended as often as practicable—for protein, iron, and the B-vitamins. Emphasis also is placed on serving a variety of attractive and tasty breakfasts.

Under the School Breakfast Program, USDA's Food and Nutrition Service reimburses cooperating schools in cash, up to 15 cents per breakfast, or the cost of locally purchased food, whichever is the lesser. Schools are also encouraged to make full use of donated foods. □

FOOD PROGRAMS MOVE OUT

THE YEAR 1970 HOLDS the promise of improved food help to many more needy adults and children. The U.S. Department of Agriculture's food programs are moving out, with more funds and public support than ever before to reach hungry Americans everywhere.

In January, the U.S. Department of Agriculture designated 211 additional areas to take part in its Food Stamp Program, to reach as many as a million persons living in these areas. Moreover, as food stamp customers, this million will be joining 3 to 4 million others now enjoying more and better food through a simple food-stamp plan.

Families convert their food-shop-ping money into food stamps and thereby receive bonus coupons to bolster their food-buying power. In

addition, USDA's family food donation program is helping to end hunger for an additional 3.6 million of the Nation's needy.

The 211 new designations were made possible by a \$610 million appropriation—the largest since the program began. In addition, President Nixon has pledged that by June 30, 1970, every County and independent city in the United States is to have a USDA family food-help program. There are 279 Counties and cities out of a total of 3,129 in the Nation without programs at this time.

How is USDA meeting the challenge?

It is being met by using the methods that have proven effective in the past—by close and continuous cooperation with local officials, and by improving the programs as much as possible. Recent improvements in the Food Stamp Program include lowering purchase requirements for most family income levels, especially those in lowest income categories, and by increasing the number of bonus coupons issued (see page 8).

People and communities not yet in the Food Stamp Program can get effective food help from USDA's Commodity Distribution Program, which provides donations for needy families. USDA recently set aside \$15 million to improve this program and to encourage its expansion into any non-program area that requests it.

Improvements in the program at local levels include setting up additional distribution points for better service, giving out food at more frequent intervals than at present, and improving some warehouses when necessary so commodities offered will be continuously available. Over 20 different nutritious foods are available from the Department of Agriculture, offering increasing variety and appeal in food selections.

Special efforts are being made to contact hard-to-reach groups, including the aged, Indians, and migrants, and to encourage them to take part in either the food stamp or the food donation program.

Nutrition education efforts to benefit families in both programs also are being further expanded and strengthened. □

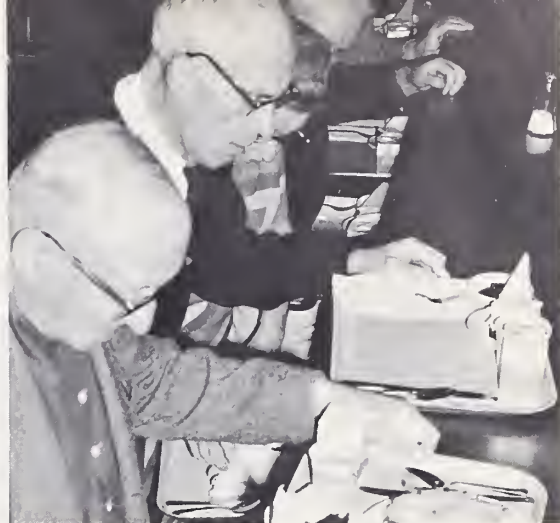
food tips

Basically, there are three types of good *onions* to use, according to the U.S. Department of Agriculture's Consumer and Marketing Service. *Globe* onions are the most common and are considered primarily cooking onions. Most varieties have yellow skins, but some are white and a few are red or brown. They are predominantly round to oval and have a rather pungent flavor. *Granex-Grano* onions have a mild flavor and are considered ideal for slicing and eating raw. They are mostly yellow skinned, but may also be white. They tend to be somewhat flattened to top shaped. Finally, there are *Spanish* onions which resemble globes in shape but are larger. Most varieties are yellow. They are mild and ideal for slicing or for salads. □

* * *

Want a flavorful, yet economical dinner for a blustery evening? Try a *blade chuck roast*. Although it is considered a less tender cut, this roast has excellent beef flavor if properly prepared. In the U.S. Department of Agriculture's Prime and Choice grades it can be oven roasted—the dry heat method of roasting—even though it has sections that vary in tenderness.

Or, you may want to braise the beef, using tomato juice, tomato sauce, or dry onion soup mixed with water, to add a flavor twist. When braising, be sure to use a covered roaster or seal the chuck roast in heavy duty aluminum foil. Fresh carrots, potatoes, and onions make a nice cook-along garnish if you choose to prepare your chuck by this moist-heat method. □



food brings elderly back to school

SCHOOLS MAY BE WHERE the young come to learn, but in 10 Massachusetts communities, school doors have also been opened to low-income senior citizens who come to enjoy a nutritious lunch.

This noontime "special" for the elderly was made possible in December 1967, when the State Legislature authorized certain schools to use lunchroom facilities for serving noon meals to senior citizens.

The program got underway in May 1968. The U.S. Department of Agriculture's Food and Nutrition Service arranged to provide the necessary foods under the Food Donation Program. The State Commission on Aging agreed to subsidize the meals through the Office of School Lunch and Nutrition Programs of the Massachusetts Department of Education.

At the Devotion School in Brookline, the older folks have their meals after the students complete their lunches.

For many of these people, the noon meal is an event they eagerly look forward to each day. In some cases it is their only decent meal, since they do not have cooking facilities at home. It also gives them an opportunity to socialize with their contemporaries.

The meals are basically the same as those served to the children. Some protein is added to meet the special nutritive requirements of the elderly, and tea or coffee is served as an additional beverage.

Lunchtime is a festive occasion in more ways than one—thanks to the talented piano playing of one lady

who readily admits to being 84 years "young." Entertainment is also provided at times by the students.

A representative from the Brookline Multiservice Center talks to the group each day, and is able to recognize the unmet needs of the aged. As a result, housing, medical, and social assistance have been made available as needed.

The charge for each meal is 50 cents, which each person pays as he goes through the cafeteria line. The Commission on Aging contributes another 22 cents per meal to help cover food and labor costs.

Summertime did not bring a halt to the program. Instead of eating at the school, the golden agers had their meals sent to them at a nearby low-income apartment house. Volunteer help was provided by persons associated with the mental health program in Brookline.

It is hoped that lunches will eventually be sent out to shut-ins in styrofoam containers. This will be especially helpful in securing earlier releases for senior citizens who are recuperating in hospitals or rest homes.

"Feeding the elderly through our school food service is really a wonderful program," commented Miss Marion L. Cronan, Director of Homemaking and School Food Service in Brookline. "Like everyone else, I was somewhat apprehensive at first. But now I would hate to see the program discontinued. Acceptance in all communities has been excellent.

"As the program progressed, I saw a growing awareness of one per-

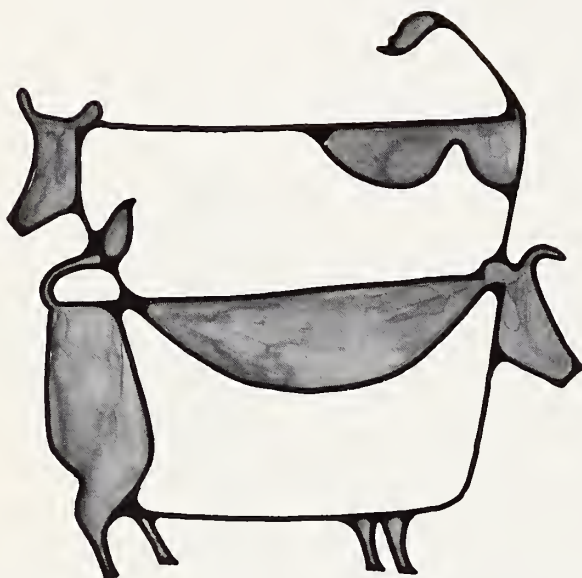
son for another. They miss someone who does not come to lunch, and often call or visit those who are ill. This opportunity for one human being to be with another and to be aware of each other's difficulties and joys is one of the outstanding side benefits of the program."

The comments from the elderly have been just as favorable. Here are a few: "The food is good. I like the companionable atmosphere"; "I am quite impressed. I like the sociability"; "I enjoy seeing the other folks enjoy themselves"; "Because it is a hot meal, a balanced meal, I don't worry about a proper diet now."

An average of 25 persons are served at the Devotion School each day. About 25 more in Brookline are served at the Pierce School. Approximately 350 senior citizens take part across the State.

Plans call for the program to be extended to any community wishing to participate. As more people participate in the program, per capita costs might be reduced along with the price paid by the elderly.

As Harry Watling, Officer-in-Charge of USDA's Food and Nutrition Service field office in Boston, sums it up, "Brookline and other Massachusetts communities have taken a first big step toward eliminating malnutrition. They're not only providing nutritious noon meals to the children—as well as teaching them proper eating habits through the USDA's National School Lunch Program—but have now successfully initiated supplemental feeding services for the elderly." □



Market News Reports Big Business in Nebraska

CATTLE MEAN BIG BUSINESS in Nebraska—and it's been that way for a long time.

Midst the cowpoke talk and frontier yarns, the history and the legend that were early America, a territory grew up along the Platte River, a region the Oto Indians called "flat water" or "Nebraska."

Like other river settlements, those in Nebraska were originally transport sites to the fur trading and gold mining regions of Oregon and California. But in the second half of the nineteenth century, Nebraska began to cut its own niche in the West.

Cattle challenged the buffalo to the right of the plains, and the miner was compelled to share his page in the history books with the Western "cow-boy."

From that time the big business of cattle in Nebraska demanded the most precise and inclusive market awareness possible.

It still does. And that's why Nebraska's cattle industry, its State Department of Agriculture and the Consumer and Marketing Service of the U.S. Department of Agriculture recognized the need last year for a Federal-State market news program

to report direct sales of slaughter cattle out of the Missouri River marketing area.

Fast, accurate and, therefore, useful market information must keep pace with the changing face of the Nation. And in Nebraska, direct buying, auction markets and contract sales increasingly reflect this modern scene.

In March 1968, Bill Jones, Nebraska's Assistant Director of Agriculture, reported that "... in early 1962, 77 percent of Nebraska fed steers and heifers were sold at markets being reported by USDA. By early 1968, this percentage had dropped to 39. In 1967, only 27 percent of the feeder cattle shipped in were from public markets. Considering the total movement of cattle and calves in Nebraska, market news reports currently relate to only 25 percent."

To remedy this situation, the State of Nebraska and USDA decided on a cooperative program to extend market news coverage to local auction sales and direct at-farm sales to packers in the area.

Early last summer, Federal market news reporters already stationed at the Kansas City, South St. Joseph, Omaha and Sioux City public markets began gathering direct sales information in the Missouri River area. This includes the eastern half of Nebraska, eastern quarter of Kansas, southeastern South Dakota, western Iowa, and northwestern Missouri.

Nebraska agreed to support parts of this new program by furnishing clerical assistance to the program coordinator stationed in Omaha. The first daily report on direct sales of cattle was issued from the Omaha office August 25, 1969. Sales of between 25,000 and 30,000 slaughter steers and heifers are covered by the report each week.

On July 1, 1969, a new Federal-State office was opened at a Norfolk, Neb., auction market, one of the largest in the country. The reporter began reporting on all species of livestock on July 14.

Direct and auction reporting supplements other market information and brings long-term marketing benefits to the midwest livestock producer. But it has its immediate prob-

lems too—coordination and dissemination.

Nebraska recognized that a joint Federal-State market news service, in itself, resolves the difficulty of overall coordination. A 20,000-mile leased-wire system connects all market news offices throughout the Nation, allowing for reports from all areas to be transmitted daily. Therefore, buyers and sellers can base their marketing decisions on nationwide information on prices and supplies.

Active participation of the Federal government in Nebraska market news guarantees a certain uniformity within the program and assures widely disseminated and more meaningful reports.

Shifts in other areas of the livestock market news program permitted C&MS to relocate one reporter at Omaha as coordinator of this new activity. He assigns areas of coverage to the other four offices and combines their information into a daily area-wide report.

From the first, considerable attention has been given to dissemination—for the success of the program is largely determined by media interest and “pick-up.” It has paid off, with excellent dissemination of the Eastern Nebraska Direct Cattle Trade Report.

For the producer . . . a detailed sunrise report in the local *World Herald* paper and a 6 p.m. taped report on the day's activities over radio station KRVN. Various other radio stations, such as KFAB and WOW, had already requested the report for their farm programs. Additionally, the *World Herald* has been carrying all reports from the Norfolk auction.

The Missouri River direct report is another link in the nationwide livestock market news program, a program that is constantly changing to meet the needs of today's modern livestock and meat industry.

Livestock market news reports in Nebraska may never become a part of the legendary West, may never contribute to the cow-poke slang of the prairie, may never grow into local folklore.

But Nebraska doesn't mind. Today it's just known as “progress!” □



which one is the ugli fruit

BACK IN THE DAYS when tomatoes were called love-apples and thought to be poisonous, it was a brave soul who tried this now popular vegetable.

But consider the Ugli fruit. Tomatoes, at least, looked good enough to eat. The Ugli fruit, grown in Jamaica, looks like a badly colored, misshapen grapefruit. It has a rough, pebbly skin that is yellowish or blackish or plain green. Ah, but cut it open and you have a delicious citrus fruit; its segments are orange and it has a mellow flavor.

Then there's New Zealand's kiwi fruit or Chinese gooseberry, with brown, almost furry skin. Who tried that first? Inside are soft green flesh and small black seeds, and the kiwi, indeed, does taste like a berry.

Root vegetables must have been even harder to try. The jicama, at the far left above, doesn't look as appealing as our own potatoes. Grown in Mexico, it is white inside, has a nice crisp texture, and is used much like water chestnuts, as is the Jerusalem artichoke, pictured next to it.

A California specialty fruit, the cherimoya, is third in the line-up. It's dark green and scaly outside, with firm white flesh and black seeds inside.

The squat fruit with the pointed head is the Ugli fruit, and next to it is the prickly pear, fruit of a species of cactus. It too has small cactus prickles. The outside is dark red or purple and the pulp is brilliant purplish-red. The soft kiwi

fruit is between the prickly pear and what looks like a small piece of driftwood—ginger root, source of the popular spice. And at last there's a fairly familiar fruit, the coconut!

These subtropical fruits and vegetables can be found in specialty stores, usually in large cities. But even the wholesale buyer who sells such specialties to retailers sometimes needs help when he receives an order of products like these. How can he tell if they're in good condition? He calls on a fruit and vegetable inspector with the U.S. Department of Agriculture's Consumer and Marketing Service to check the fruits or vegetables for freshness, disease, injury, and ripeness. The inspector determines the condition of the products, and the official USDA certificate can help the wholesaler show that the products are in good condition when he offers them for sale, or serve as a basis for settlement of disputes concerning their condition.

Transportation agencies also use the inspection service to determine the condition of products they deliver.

The inspection service is voluntary and paid for by those who request the service.

Fruit and vegetable inspectors who are stationed at wholesale markets in large cities spend most of their time checking the quality and condition of more familiar fruits and vegetables found in our stores. But when something different comes along, these experts can handle it. □



TO SUCCEED IN TODAY'S highly competitive market, fruit and vegetable growers must use the most modern and efficient methods in harvesting, packaging and shipping their crops. They cannot rely on obsolete marketing practices any more than they can rely on obsolete farming practices.

There are a lot of ways a grower can market his produce. He can sell to shippers in his area or to dealers at distant markets. Or he can hire a grower's agent who will harvest, pack, ship, and sell the crop. The agent will deduct his expenses and fees and pay the net returns to the farmer. The grower also can use the services of a broker or he can consign his produce to a commission merchant.

Every grower should fully understand both his responsibilities and the duties of produce dealers under the Perishable Agricultural Commodities Act, one of the most important laws regulating the marketing of fruits and vegetables. This law is administered by the Fruit and Vegetable Division of the U.S. Department of Agriculture's Consumer and Marketing Service.

The PAC Act establishes a code of good business conduct for the produce industry and requires that interstate traders in fresh and frozen fruits and vegetables be licensed. Growers are not required to be licensed under the act, but if they sell crops raised by other growers, they are considered to be "shippers" and must then have a license.

Because of the pressures of uncer-

tain weather conditions, fluctuating markets and other factors, many growers do not always follow good business practices in marketing their crops. They do not put their agreements in writing. They are not careful in extending credit. And they become involved in many other business difficulties.

Many contracts in the fruit and vegetable industry are made by telephone. The advantages of telephone selling are speed, convenience, and the opportunity to discuss market conditions. The disadvantages are misunderstandings and the difficulties of proving oral agreements.

After a grower and a produce receiver have reached an agreement, the contract terms should be confirmed in writing and copies should be sent to everyone concerned.

The PAC Act requires every person who has a license to prepare and maintain records on all his transactions. Every farmer also should keep adequate records so he will have evidence to support any claim he may make, either under the PACA, or against a carrier.

A farmer, or anyone who has a financial interest in a shipment of produce, can file a complaint under PACA, whether he has a license or not. USDA makes no charge for handling PACA complaints.

When a dispute arises concerning the quality or condition of a shipment of produce, a grower does not have to rely on the statement of the buyer. He should request the buyer get a Federal inspection in order to have an impartial and fair appraisal

of the condition of the produce.

By having produce inspected before shipment, the grower can avoid many disputes. The terms of the contract, the condition of the produce on arrival, and various other factors must be considered to determine if good delivery was made.

The grower should carefully review accountings submitted by a commission merchant or a joint-account partner. The selling prices should be compared with the Market News reports to see if the produce was sold at the current prices. If part of the shipment is reportedly dumped, the grower should insist upon inspection or dump certificates.

If a grower and a dealer cannot come to a settlement, services of USDA are available under the PAC Act at no charge. The great majority of produce dealers are willing to accept informal opinions from PACA specialists and settle their differences on USDA's recommendations.

If informal settlements cannot be arranged, the injured party has the opportunity to file a formal complaint. If the damages claimed are more than \$1,500, an oral hearing can be requested to present evidence. If the claim is less, then written statements are submitted. The Judicial Officer of USDA bases his decision on the evidence presented.

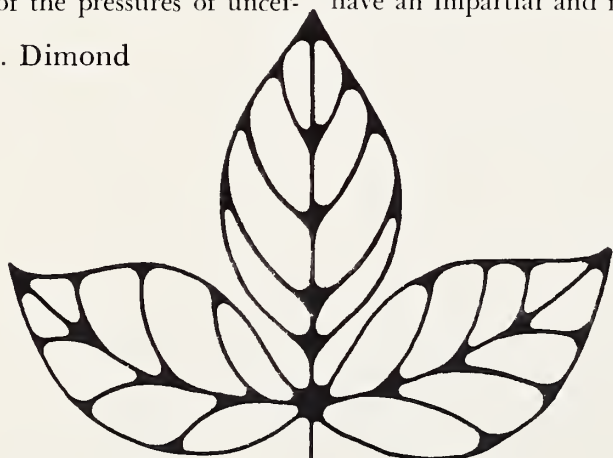
Complaints must be filed within nine months from the time the disagreement occurs. However, the sooner a complaint is filed, the easier it is to arrange a settlement. It is difficult, and sometimes impossible, to find witnesses and evidence when complaints are filed long after the transaction occurred.

The handling of complaints is a valuable service to the produce industry, but perhaps an even greater benefit has been the establishment of guidelines for fair trading, based on the decisions issued under the PAC Act and the policies followed in handling informal complaints.

The PAC Act will not solve all the grower's marketing problems, but it does provide means of settling marketing disputes. □

The author is Chief, Regulatory Branch, Fruit and Vegetable Division, C&MS, USDA.

By John J. Dimond



Ground Rules for the Grower



Higher Education Protects the Hot Dog

By William E. Brown

"HIGHER EDUCATION protects the hot dog!" Sound ridiculous? Not when you're a processed food inspector for the U.S. Department of Agriculture's Consumer and Marketing Service. We check hot dogs, hams, and other meat and poultry processed food products to help you get wholesome food.

The Consumer and Marketing Service now has a 5-week college level training program set up in cooperation with Ohio State University to teach veteran inspectors in its meat and poultry inspection program more about the theory and skills necessary to protect the food we all eat. Of course, we get a lot of training before we can attend this advanced program.

Twelve months ago I started a 4-week course at the USDA Inspection Training Center in Omaha. All new processed food inspectors go through a course like this, either in Los Angeles, St. Paul, or Omaha. The course centers around areas common to all processing jobs—like marking and branding, labeling, control of additives, and import and export inspection.

As you can imagine, with no real experience I was pretty nervous. All those lectures on plant sanitation, smoking and curing, sausage manufacturing, canning, rendering, and statistical procedures!

After completing the 4-week course, I received 11 months of on-the-job training in a processing plant. And finally, after 1 year of learning the basics, I could attend the advanced program at Ohio State in Columbus.

Have you ever gone through cram

courses in chemistry, plant sanitation, statistical sampling principles, meat processing, and microbiology?

USDA sends processed food inspectors to Ohio State from all over the country for advanced training. Not only do Federal inspectors receive training, but State food inspectors may take the course, too.

By training their own inspectors, the States are approaching at least one of the requirements of the Wholesome Meat Act. This new law requires all States to have an inspection system equal to the Federal system. In addition to processing inspection, the States also must have adequate before-and-after slaughter inspection plus enforced sanitary conditions in the plants operating solely within their boundaries. Formal training brings the States one step closer to the goal of a totally inspected meat supply.

Since the program began at Ohio State in February '69, almost 400 inspectors have completed the course—6 from the States.

Inspection people, both State and Federal, want to get safe meat products to the public. The microbiology course we take will put us in a position to better understand the role of bacteria as they relate to plant sanitation, meat handling, processing, preservation and storage in an effort to avoid contaminating the food.

A lot goes into protecting the food you eat. One of the main objectives of the inspection program is to make sure that plants operate under sanitary conditions. Our specialized course in sanitation stresses the significance of environmental factors

such as waste disposal, water supply and plant construction. When we finish this course, we can apply the basic concepts we learned to the practical sanitation problems encountered in meat processing plants.

Many people don't realize that meat and poultry react to stimuli just like any other chemical compound. Therefore, we take a course which explains the organic and inorganic chemical constituents of meat, and investigate food additives to see the biochemical reactions that can occur. University instructors demonstrate how to conduct an analysis for biochemical reactions which will help us protect you from getting adulterated food. By the end of this course, we learn how meat reacts to a given stimulant.

Statistical sampling comprises an important part of our job, too. When we inspect hot dogs for fat content or make sure you get enough turkey in your frozen dinner, we don't test each hot dog or each dinner. We test a representative sample. The course we take in sampling principles gives us a good basis for taking a proper sample to predict the total.

By the end of the 5th week, it's "Goodbye Columbus and hello, Omaha," again. It's a good feeling to know that I'm part of an organization that has such a direct effect on the whole country. After all, it's not everyone who gets to protect the food we eat. □

The author is a processed food inspector, Southeast Region, C&MS, USDA.



contents

- ✓ 2 St. Louis Feeds Its Hungry
- 7 Mothers and Infants Get a Food Start
- 8 Families Get More for Food Stamp Dollars
- ✓ 9 Children Host a School Lunch
- 10 White House Conference on Hunger
- ✓ 12 FNS Tidbits—Plentiful Foods
- ✓ 13 Kids Line Up for Breakfast
- ✓ 14 Food Programs Move Out
- ✓ 15 Food Brings Elderly Back to School
- 16 Market News in Nebraska
- 17 Which One Is the Ugli Fruit?
- 18 Ground Rules for the Grower
- 19 Higher Education Protects Hot Dogs



COVER STORY

All the food programs of USDA's Food and Nutrition Service have been established in St. Louis for the benefit of the hungry.

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